

HOW IT WORKS

Where the Ounce of Prevention
Is Lacking, the Ad-Visor Steps In.

Two Examples of the Service of the Bureau of Investigations as an Adjusting Agency—Pushing Complaints Far Enough Usually Brings Results.

By SAMUEL HOPKINS ADAMS.

Frequently in conversation one of our friends asks: "What actually happens when a person sends a complaint to The Tribune—what are the steps, how does it work?" Actual instances—and their sequels—mean more than generalities. They visualize the Money-Back Guarantee. Our friends invariably say: "Why don't you print these details?" So we thought we would. And, from time to time, we shall.

Had The Tribune's exposure of the mock auction room at 18 East Fourteenth Street been published some weeks earlier the following incident would probably never have occurred, since the victim is an habitual Tribune reader. Lacking any knowledge of the character of the Broadway Art Co., she, like hundreds of others, was allured by the red flag, duped by the glowing misrepresentations of the goods and caught in the trap. But she was the one in a hundred who will not submit to being swindled without a determined effort to protect herself; and this effort took the form of a letter to The Tribune Bureau of Investigations.

I went into an auction room at 18 East Fourteenth Street to see if I could get a Victrola at a reasonable price. Knowing absolutely nothing about the mechanism of a Victrola or a phonograph, I decided to wait and see when the auctioneer would offer one for sale. However, I didn't have to wait long. Whether I looked one who could easily be fooled I don't know, but the auctioneer came directly to me and asked me what I wanted. I told him, and he readily put one up for sale.

"Yes, lady, six-and-a-half dollars. Worth fourteen. Six-and-a-half. Six-and-a-half. Six-and-a-half." I said "Seven dollars," and got it. Fortunately, I had very little money with me, and paid a deposit of \$2 on condition that they would send the machine.

On getting home I spoke to the gentleman whose apartment house I live in, and who knows these machines from A to Z, about my wonderful bargain. He said he might go down on Monday to look at it. He did so and found the machine a fake, not worth \$5. The signs displayed said money back if not satisfied. He even took my receipt and tried to get the money back, and they gave him the impression that I would get it back without any trouble. I called for it, I called, and the man was most insolent; told me I couldn't crawl out of it.

You will find the receipt inclosed. Anything that you can do I shall be grateful for.

True to type, the Broadway Art Co. was everything that was fair in dealing with the man who knew phonographs, but changed its tone to that of insolent "bluff" when dealing with a woman. The Tribune investigator frankly told Miss C. that the outlook was not bright. He then called at the auction room. Out of that call, as it may afford Miss C. some satisfaction to know, developed the investigation by The Tribune which not only led to the arraignment in court of the Broadway Art Co. auctioneers, but also temporarily closed several other mock auction rooms.

A brief survey of the place convinced The Tribune man that the merchandise dealt in was of the trashiest character. After watching the auction processes for a while, he sought out the manager and explained his errand. It was then the manager's turn to explain. This he did at great length. He explained the workings of the business; he explained the remarkable value of the bargains offered; he dilated upon his own unblemished character and reputation; he expatiated upon the lofty trade principles of the Broadway Art Co.; and he expounded the code of commercial morals which actuated and illumined every sale conducted in the place. To all of this the visitor listened with patience. He then invited the manager to explain the "money back if not satisfied" representation. If it didn't mean that, what did it mean?

The manager didn't explain. He produced two dollars, took a receipt and continued to manage the Broadway Art Co. on the same old lines. The two dollars was turned over to Miss C., who professed herself satisfied and grateful. The phonograph was, I suppose, "auctioned" to somebody else; presumably not a Tribune reader, since this office hasn't heard from it since.

Sometimes the pound of cure is almost as effective as the ounce of prevention.

One reason why shoppers fail to obtain satisfaction from stores is that they do not carry their complaints far enough. The merchandise is found, on examination or wear, to be inferior to its representation, or unsatisfactory in some other respect; the customer brings it back to the saleswoman; the saleswoman refers it to some department official; the official politely regrets that "nothing can be done about this," and the customer retires, angrily convinced that she has been deliberately victimized—and drops the matter. This is a mistake. No reputable store likes to send a customer away with a piece of bad merchandise which she can exhibit to her friends with the comment:

"This is what Blank & Dash's stuck me with!"

It is as an adjusting agency between dissatisfied customers and merchants that The Tribune Bureau of Investigations finds much of its work. In the case detailed herewith, a suburban woman who was convinced that she had been the victim of "a rank imposition" is now satisfied that the difficulty arose from error and not from intent. In this instance it was the store that was in error. The first letter is self-explanatory. It is dated September 28:

"In Sunday's Tribune I saw your remarks regarding trouble one of your clients had with Walters, Inc. After reading same I thought I would relate my experience with a well known firm.

"Two weeks ago I purchased a green sweater from R. H. Macy & Co., price \$6.48, and I, naturally, took it for granted a sweater at that price, silk outside, wool inside, would be guaranteed or some mention would be made. The sweater has faded golden in spots. It was taken back and R. H. Macy's manager said they could do nothing, as there was no guarantee under \$25, with the added remark: 'You should be glad it didn't fade more. I had one here yesterday all white on the collar.'

"Does R. H. Macy think they are gaining customers by that sort of treatment? That is a rank imposition, and I think there should be some way of stating 'No guarantee' at time of purchase. Six dollars forty-eight is too much to pay for a sweater and not be able to wear it but a few times.

K. M. S."

Copy of the essential portions of the letter was sent to R. H. Macy & Co. The reply was definite and seemed conclusive:

"The sweater in question is made of wood fibre, zephyr back, and the dye domestic, because it has recently been impossible to procure the imported dye. In consequence of this we have attached to each sweater a notice stating in unequivocal language that we cannot guarantee the color against fading. To further bring this statement to the purchaser's attention, the sales clerk writes on the sales check, 'See Tag.'

"The sweater in question was purchased some time in July and re-

RED CROSS MAY BE SPLIT

Proposal Made to Create Section Entirely for War Relief.

Washington, Nov. 27.—Plans for the annual meeting here next month of the American Red Cross, announced tonight, provide for an address by President Wilson and a symposium on American war relief work in Europe by Miss Mabel T. Boardman, Myron T. Herrick, Norman Hapgood and Miss Anne Morgan.

It was said to-day that a proposal to divide the organization into two sections—one devoted entirely to war relief work—might come before the annual meeting.

CONVICTED SPEEDER FREED

Autoists See Ray of Hope in Reversal in Rhineland Case.

Minneapolis, Long Island, Nov. 27.—County Judge Niemann this morning reversed judgment in the case of Thomas N. Rhineland, of Lawrence, Long Island, a member of Rhineland, Huntington & Seymour, lawyers, of 58 Liberty Street, Manhattan, who was convicted of driving his automobile at thirty miles an hour.

Rhineland was arrested on the Old Country Road, near Hicksville, on October 10. He was fined \$10, which he paid under protest, and appealed to the county court on the ground that he was not endangering the life or limb of any one, since there were no people or houses in the vicinity, a fact admitted by the arresting policeman.

Judge Niemann said the policeman had no right to say Rhineland was endangering the life or limb of any one, since that was a question for the court, but Judge Niemann said there was no conclusive evidence that Rhineland had broken the law.

The reversal is considered of value to autoists, who go faster than thirty miles an hour, but do not endanger life or safety, and use care in settled sections.

ADVERTISER ARRESTED, ACCUSED OF FRAUD

Investor, Suing for \$2,500, Says He Was Deceived by Vic Perez.

Vic Perez was arrested by Deputy Sheriff McDonnell and Zellner yesterday, and placed in Ludlow Street jail, in default of \$2,500 bail. A suit brought by Samuel Ginsberg, a real-estate broker, for \$2,500, was returned by the court on August 8 for a party in a paying business. Ginsberg answered the advertisement.

Perez, it is alleged, told him he was making a profit of from \$25 to \$50 a day, from the leasing of real estate. He is alleged to have shown him a list of motion picture films. The defendant, it is asserted, told the plaintiff that he had the exclusive state rights to these films, "In Sing Sing with Lieutenant Clark," for certain "movie" rights. Working Girls and White Slave Traffic, and "Mysteries of Chinatown." At the same time Perez exhibited what Ginsberg said purported to be money orders which Perez said he had received for certain "movie" rights. Perez, it is declared, also represented that he had assets valued at \$20,000.

The outcome of the negotiation was the formation of the "Vic Perez Film Company," which received \$2,500 in the stock of the concern. Ginsberg now alleges that the representations of Perez were false, and that the stock he received from the defendant for his \$2,500 was worthless.

NEW DRESS FOR CHINESE

Monarchy Will Bring in New Fashions and Let Prince Albert Out.

Peking, Nov. 27.—Chinese dressmakers, milliners and tailors are all in a flurry over the announcement that under the prospective monarchy fashions will be quite unlike those of the republic. Under the republic the costumes and rules of conduct were wholly unlike those which prevailed in imperial China. Specific regulations were drawn up as to the height of the stovepipe hats which men were to wear on state occasions. The old European style, which European capitalists have long ago discarded, was elevated to a place of distinction. In warm weather distinguished gentlemen calling on the emperor were permitted to wear a Prince Albert of unlined alpaca, practically every detail of the costumes which members of Parliament must wear was fixed by mandate, and there was great confusion when the Chinese officials found it necessary to shelve their native garb and imitate the dress of Western nations.

turned the latter part of August. Under the circumstances, we are certainly not responsible for its present condition."

A specimen tag was inclosed. It reads:

NOTICE

We cannot guarantee the color of this sweater against fading.

R. H. MACY & CO.

Back comes Mrs. S., upon receipt of a copy of this defence, asserting positively that there was no warning tag on the sweater when she bought it; that there was no indorsement, "See Tag," on the sales check, and that the sweater was bought on September 10 and returned on September 23, not bought in July and returned in August, as Macy's stated. In proof of this she inclosed the sales check. It is dated September 10, specifies "I sweater," and bears no "See Tag" upon it.

It was now Macy's turn. They wrote to The Tribune that they were "wholly at a loss to understand the matter. The department still insists that the facts are as stated in letter of October 4 to you, and that the sales check which you sent has no relation whatever to this transaction, but is a different matter."

However, the full amount paid for the sweater was returned to the purchaser. Thereby the store set itself right, on the money side. But the attitude of the department which sold the sweater and of the management in upholding that department seems less satisfactory.

"A different matter," says the sweater department, and is so certain of it that it "still insists," in the face of the sales check. But what "different matter?" And if the sales check offered as evidence by Mrs. S. "has no relation whatever to this transaction," what does it represent? Surely there is some system in so admirably organized a store as Macy's where the transaction recorded upon that sales check can be identified. In further support of her claim, Mrs. S. writes to The Tribune:

"It was my first purchase in R. H. Macy's since the fall of 1911, so I could hardly be mistaken on the point."

To this, when placed before him, General Manager Byrnes offered no counter evidence. He merely called attention to the former statement of the department, adding that it was impossible to prove the point, and therefore the return of the money was the easiest adjustment of the difficulty. To an outsider it would seem that when a department in a store imputes error or bad faith—it must have been one or the other—to a complaining customer, it should be able to produce some evidence in proof. However, Macy's refund, Mrs. S. writes in her final letter, she considers very generous, "but had they made some sort of an allowance or been the least bit courteous when sweater was returned all this trouble never would have happened."

Thus, it appears, Macy's actually lost money through their unfortunate handling of the case. However, they have by their full monetary reparation relieved themselves of a positive and damaging conviction in the mind of a patron. In the long run that is worth more than the money.

TRUSTY'S FATE GOES TO JURY

"Golden Rule" Convict at Joliet May Die for Murder of Warden's Wife.

WITNESSES DENY HIS STATEMENTS

Odds of 5 to 3 Being Placed That Jury Will Not Be Able to Reach Agreement.

Joliet, Ill., Nov. 27.—The case of Joseph Campbell, negro convict, accused of the murder of Mrs. Mezie Odette Allen, wife of the warden of the state penitentiary here, went to the jury this afternoon.

Mrs. Allen's charred body was found in the warden's apartments at the penitentiary June 29, last, after a fire that partly destroyed the apartments. Shortly afterward Campbell, a trusty, was arrested. In his final argument to the jury to-day State Attorney Robert Martin ridiculed the contention of the defence that Mrs. Allen died as the result of an accident. He demanded the death penalty.

To the other convicts Joseph Campbell was known as "Chicken Joe." Five years ago he was sentenced to the Joliet Penitentiary for manslaughter, having killed another negro in a Chicago apartment house, where both worked as janitors. He was made a trusty by Warden Allen because of his model record in prison, and at the time of the murder of Mrs. Allen was her personal servant. Both Warden and Mrs. Allen were attempting to secure a parole for Campbell when the warden's wife was killed.

At 6:10 on the morning of June 29, nearly an hour before Mrs. Allen's usual time for rising, the going rung by a push button at her bedside, set up a clamor. Campbell should have been in the room, but he was in a den opening off the bedroom. He was found later behind the greenhouse, outside the prison walls.

Body Burned and Bleeding.

James Larkin, a keeper, was at breakfast in the butler's pantry. The ringing of the bell annoyed him, and he called to Mrs. Allen's bedroom to see what was the matter. A mass of flames and a volume of smoke shot from the doorway, and he raised the alarm. Half a dozen of the convicts rushed in and soon extinguished the flames. On the floor lay the body of the warden's wife, her head in a pool of blood. The bell was still ringing, and it was found that the alarm had been sounded automatically when the wood-covered ceiling had been burned off and the wires short-circuited.

In the charred remains of the bed was found a broken alcohol jug, which should have been in a linen closet in another part of the house. In the wires short-circuited, Campbell later admitted it was his. He said that the blood stains were the result of a slip of his razor.

When Campbell was found behind the greenhouse he was looking up in a daze at the window from which the smoke was still curling. He was dragged to the warden's house, and there admitted that he had been in Mrs. Allen's room, but denied that he had used violence on her. He declared that Mrs. Allen had called him at 6 o'clock.

Door Unlocked.

"You get me the papers, Joe," she said, according to his version. "I got 'em for her and filled her thermos bottle with ice water. Then she says to me to tell the barber she would like him to wake her up at 9 o'clock, because she wanted a shampoo."

"Mrs. Allen once got back into bed after she let me in, and she didn't lock her door when I went out," said Campbell. An inquest showed that Mrs. Allen's skull had been crushed when it was impossible to determine whether she had been attacked previously to the fire. Meantime "Chicken Joe's" life was being threatened by the other convicts.

Warden Allen was known as the "Golden Rule Warden" of the Illinois State penitentiary, but it was after Mrs. Allen, formerly a member of the "Merry Widow" company, who was known to be the real instigator of many of her husband's reforms. Thirteen hundred convicts rose in the main dining hall while at midday dinner and shouted threats at Campbell. One hundred guards rushed the convicts and with clubs quieted the uproar. Campbell begged that he be put out of reach of his fellow prisoners' vengeance. The state charged that Campbell had killed Mrs. Allen while asleep in her apartment at the prison and that alcohol had been poured on the body and ignited. Thirty-seven witnesses were called.

Testimony Against Campbell.

In his testimony, Campbell said he had frequently seen his mistress pour alcohol over her arms and then ignite it. He said he had confided this to Anna Emery, housekeeper, and Walter Edwards, colored convict waiter. Both denied this when they were called, as did other witnesses who testified as to statements which Campbell claimed he made to them.

Evidence was offered to show that Captain P. D. Clarkson, a guard, had seen "Chicken Joe" and Edwards, a trusty, who served as the Allen's waiter, change clothes immediately after the fire.

Campbell's mind erred when he was on the stand, as though his brain was befuddled; when he testified it was with tears. In closing the case of the defence his attorneys contended that the defence was "planted" in the bed. The defence, during the trial, attempted to prove accidental death. They made a big point on the ruling of the court to-day at 5 to 3, that the jury would disagree.

DELAWARE DIP FAILS TO CONQUER BROADWAY

Wilmington's Prize Dancers Will Go Back Home To-day.

The twenty-one prize dancing couples of Wilmington, Del. (population 87,411), who denied on Friday that their holiday week-end on Broadway was for the purpose of showing New Yorkers how money should be spent, handed a second disappointment to the frequenters of the white light district last night when they appeared on the dance floor at "Castles in the Air" to exhibit the Gunpowder Glide and Delaware Dip, two new dances. Wilmington has been lately causing a stir in the city of the terpsichorean centre of Delaware.

Connoisseurs of the patent leather slipper and the down-street effort, and after the couples made their first appearance in a dynamic interpretation of the fox trot, the rounders agreed that the step was a new and appropriate improvement of a series of bluffs, but for Art-Broadway's title was still safe!

The supper dance finished up a day of real sport for the visitors, in which they had danced in the Louis XIV dining room of the Hotel Astor, saw two plays, one of them the Hippodrome—think of that!—and ate dinner at the Baltimore. The party will return this afternoon, and Broadway will again be unchanged.

QUIT IN 1875; BACK IN GUARD

C. D. Van Zant, Old ex-Soldier, Appointed to Reserve List.

Captain William A. McAdams, 47th Infantry, who was recently made a major, has passed the examining board and received his commission.

Officers who have recently been appointed to the medical corps and who have been commissioned are Dr. Ralph D. Dunning and Dr. William E. Truax, assigned to the 4th Ambulance Company; Dr. John C. Graham, assigned to 65th Infantry; Dr. Leo S. Peterson, assigned to Fifth Field Hospital, and Dr. Frank H. Richardson, assigned to the signal corps.

First Lieutenant Arthur S. Douglas, 1st Field Artillery, and Captain George W. Rullison, 22d Corps of Engineers, have resigned.

Raymond C. Bolling, appointed first lieutenant in the 1st Battalion of the signal corps, has been commissioned. Other recently promoted officers who have passed the examining board are Captain John Livingston, 2d Infantry, assigned to Company D; Second Lieutenant George D. Van Zant, to the reserve list. He is an old ex-soldier, and resigned from the 34th Regiment, N. G. N. Y., back in 1875.

MORRISON STAYS IN CHINA

U. S. Wants Officer With Rank of General There Till Spring.

Washington, Nov. 27.—The situation in China is considered of enough importance to keep Brigadier General John F. Morrison, commander of the American troops at Tientsin, at his station until spring. General Morrison, following his recent promotion, ordinarily would give way to a colonel. Until he is transferred to command the Philippine Division he will remain in China, that the American forces may be represented by an officer of high rank.

STRAND ROOF GARDEN
BROADWAY AT 47th ST.
ATTRACTIVE, COMFORTABLE, EN-
TERTAINING. Best Music, Dancing,
Cafeteria, Lunches, 11:30 to 2
(No Time) Tea, 2 to 6:30
Supper, 6:30 to Midnight.
\$20 CASH PRIZE ONE STEP
UP TO THE STRAND ROOF GARDEN
NIGHT. Tomorrow Cash Prize One Step
Up to the Strand Roof Garden.
Elisabeth MABURY
SILVER CUP TROPHY.
Prize, 119 Cup, 119 Cup, 119 Cup.
Prize, 119 Cup, 119 Cup, 119 Cup.

WANTED FOR JANUARY.

Fully furnished housekeeping apartment, not less than two bedrooms, below 90th st., for one month. State price and number of rooms in answering. Q. Room 607, Tribune Building.

HEARN
Fourteenth Street West of Fifth Avenue
Music Every Day—Main Floor—Full Concert Orchestra.
FRANZ KALTENBORN, Conductor.
String Orchestra in Restaurant—Third Floor.

The Store of Christmas Gifts For All

The Cheery Holiday Spirit Pervades the Store!

Fine CHRISTMAS STOCKS and Attractive Merchandise

JEWELRY

for gifts of lasting satisfaction

Our stocks are satisfactory because of the care with which they are chosen. Moreover, every piece is from a reliable maker—everything is exactly as represented. Many useful gifts are on the jewelry list—many articles are those that your loved ones want very much, but do not care to buy for themselves.

Pendants with Chains—solid gold—matchless array of dainty new designs—enamel and wire effects—pearls and jewels in many combinations—worth \$3.98... 2.49

Finer Pendants and Chains—more elaborate designs—seed pearls and onyx—excellent variety—drops mainly of Baroque pearls—worth \$6.98... Special 5.00

Engraved Pendants and Chains—included are finely cut Cameos and genuine diamonds—Exquisite Pendants and Chains to 29.98

Brooches—solid gold—new wire, Grecian and twisted, as well as other novelty effects—daintily set with jewels and real pearls—worth \$4.00... 2.98

Bracelets—solid gold—hand chased and engraved—large size—substantial weight—safety extension—excellent variety—value \$10.98... 8.98

Diamond Set Bracelets—hand engraved—satin or rose finish—choice designs—finely cut—brilliant diamonds—worth \$18.98... 16.98

Finer Diamond Set Bracelets—to 29.98

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CALENDARS
The Sampler Calendar represents old style cross stitch emblems on canvas—very quaint and artistic... 49

CALENDARS
Calendars, containing Scripture texts, poems and quotations from well known authors... 39

Book Calendars—quotations from famous authors... 19

The Pope's Peace Calendar... 49

Friendship, Business Man and several others... 35

Cardinal Calendars... 49

FOUNTAIN PENS, ETC.
Waterman's Pens—Safety and Self Filler combined... 2.50

Ink Pencils... 69 to 1.98

Safety Fountain Pens... 75 to 3.00

Waterman's and other reliable makes—suitable for all hands and uses—some have gold mountings... 98 to 12.00

Book Racks... 98 to 3.98

Large Asst. Desk Sets... 1.29 to 19.98

Empty Boxes—plain and floral—from gold coin to shirt waist size... 3 to .29

CHARACTER BABY DOLLS—from very small to infant size... 29 to 6.98

JOINTED DOLLS—one to three feet tall... 29 to 11.49

HEARN SPECIAL DAISY BELLE—25 inches tall—"the prettiest doll child in doll-dom"—1.00

CELLULOID CHARACTER BABIES... 29 to 1.29

DRESSED DOLLS—in boxes—pretty clothes—boys and girls... 29 to 1.29

KIEWIE DOLLS—Celluloid and Bisque... 9 to .98

KID BODY DOLLS—some with metal heads... 29 to 1.29

RAG DOLLS... 29 to .98

UNBREAKABLE DOLLS—All the new styles—girls, infants and babies... 29 to 1.98

Remarkable Values in WOMEN'S WINTER COATS

Most approved of lengths, showing all smart modifications of fashions and various fancies in sleeves. Plush and Black Velvet—convertible or muffer collar of skunk, Duvelty, Broadcloth, Vicuna and Natural racoon. Black Velvet coats are bordered with chinchilla plush, which also forms cuffs and collar.

Also Tomorrow in This Great Dept.:
At 21.98—WINTER COATS
for general use—also dress models. Tweed and novelty wool mixtures, ripple chevrons, broadcloth, zibelines and corduroy. Full, loose and novelty cut models in remarkable variety—raglan and set-in sleeves—all kinds of cuffs and modish collars, including those that are fur trimmed.

At 14.98—WINTER COATS
Zibelines, mixtures, checks and corduroys; also black broadcloths. Various long lengths—new models—self, plush, also fur trimmed.

At 21.98—NEW SUITS
Height of season models—broadcloths, whipsaws and poplins. Fieldmouse, black, navy, brown, plum, Burgundy and green are included—snappy styles with fur.

Finer Suits to 79.98
FREE—Dependable Alterations
Women's Suits 12.50 and up
Dresses, 7.95 and up
Skirts, 4.95 and up
Misses', Juniors' and Girls'. All Prices

At 4.98—TAILORED SKIRTS
Most Phenomenal Values in Women's and Misses' styles and sizes—styles for dress and skating—conspicuous are the new golf red and green, also the Yale blue sport cloth—also smart plaids that are fur trimmed—Dress Skirts of countless fabrics in best colors.

Other Dress Skirts... 1.98 to 19.98

Gift Suggestions for every one, from youngest to oldest—useful, attractive and wonderful values. Here, also, are newest writing papers in Holiday Cabinets and Boxes.

BOOKS FOR BOYS
Alger and Henty Series... 19

Tom Swift Series. The Boys of Columbia High, Moving Pictures, The Bobsey Twin Book, Out Door Chum Series, and many others... 25

Others to 1.29

Rover Boys... 39

Motor Boys... 39

Elsie Books... 58

Also the Glad Books for Grown-Ups, Polly Anna and Polly Anna Grown-Up... 1.12

MEADE'S BOOKS FOR GIRLS
Alice in Wonderland, Cinderella, Aesop's Fables, Flower Fables, Five Little Peppers, and others... 25